

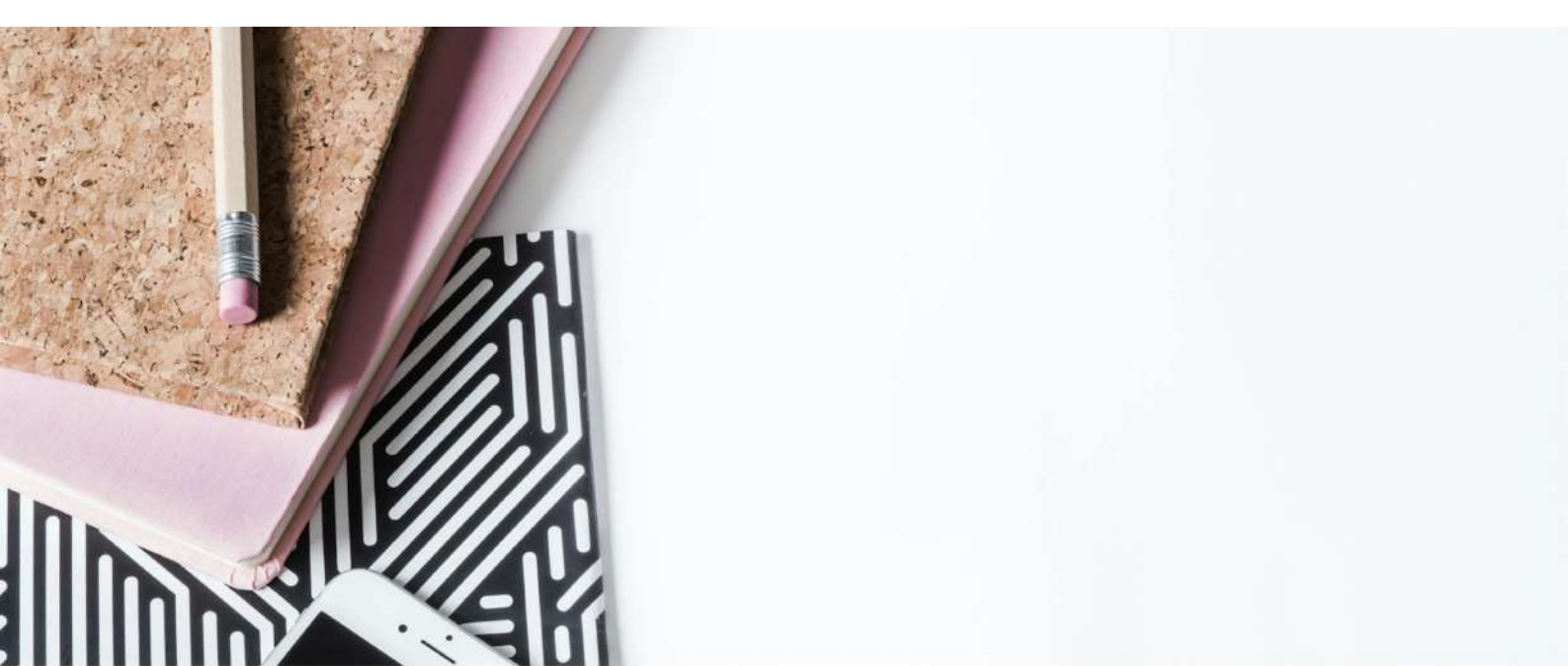
 **Up To 30%**

Scholarship Available

MBA | ON-CAMPUS

Digital Marketing





Turn Your Dreams into Careers in Germany

Master Digital Strategy. Lead the Marketing of Tomorrow.

The future of marketing is digital — and it's already here.

Our MBA Digital Marketing empowers you to:



Design and manage high-impact campaigns across digital channels



Leverage data to optimize customer experiences and conversions



Position brands for success in a tech-first marketplace

Quick Facts



18 months



Berlin



90 ECTS



English



Full – time



Jan, Apr, July, Oct



7,266.67 per semester

Is This MBA Right for You?

This program is perfect if you're:



Marketing professionals scaling up for the digital era



Entrepreneurs building powerful online brands



Professionals from non-marketing backgrounds shifting into digital roles



Consultants and strategists looking to lead with data-driven insights

Career Prospects

List of job roles



DIGITAL MARKETING MANAGER



SEO/SEA SPECIALIST



CONTENT MARKETING MANAGER



DIGITAL BRAND MANAGER



E-COMMERCE MANAGER



DATA ANALYTICS SPECIALIST



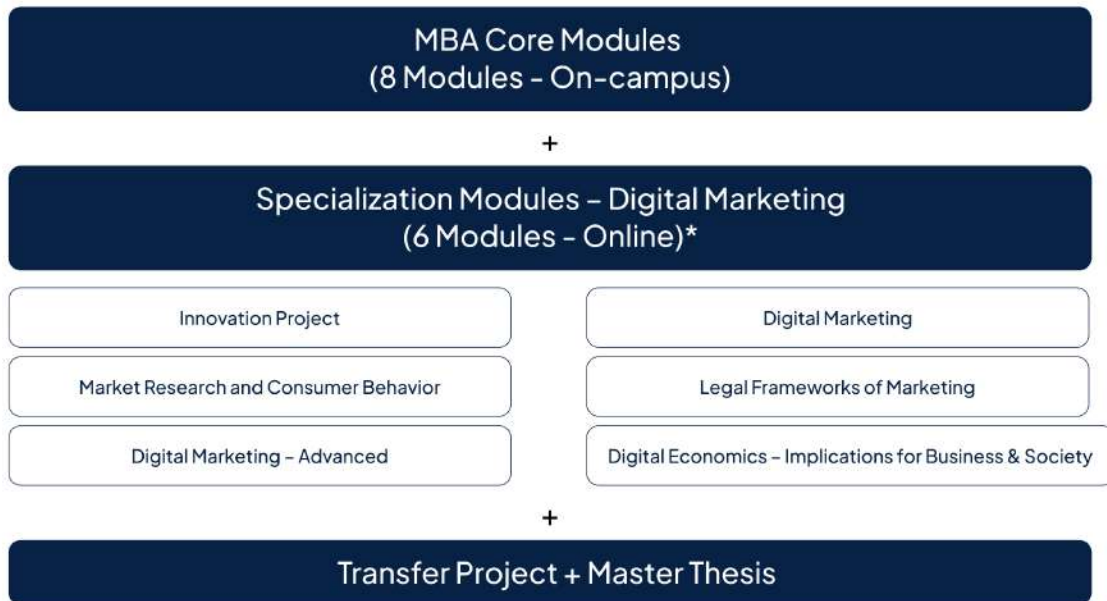
DIGITAL PROJECT MANAGER



Specialization Modules

Here is the overview of our comprehensive curriculum that covers the MBA's essential topics.

- The foundation modules are complemented by the specialization modules of Digital Marketing
- Transfer Project and Master Thesis.



Campus Option for Digital Marketing Students

Special Opportunity:

Some of your specialization modules may be available on-campus as they are part of other on-campus programs.

Terms & Conditions:

- This is an **OPTION**, not a guaranteed right
- We cannot guarantee that the exact modules you need will be offered on-campus during your second or third semester
- Module availability depends on semester scheduling
- You will know which modules are available on-campus by reviewing the study plan presented on campus

Admission Requirements

Educational Background

A 3–4 years bachelor's degree or a 2–year bachelor's degree or a successfully completed high school education (for this pathway, an additional S-Next university entrance test is required)

Language requirements :

English proficiency demonstrated through standardized tests: IELTS: 6.0 or PTE: 56 or TOEFL: 80 or Duolingo: 100 or Cambridge Advanced or Proficiency

Work Experience:

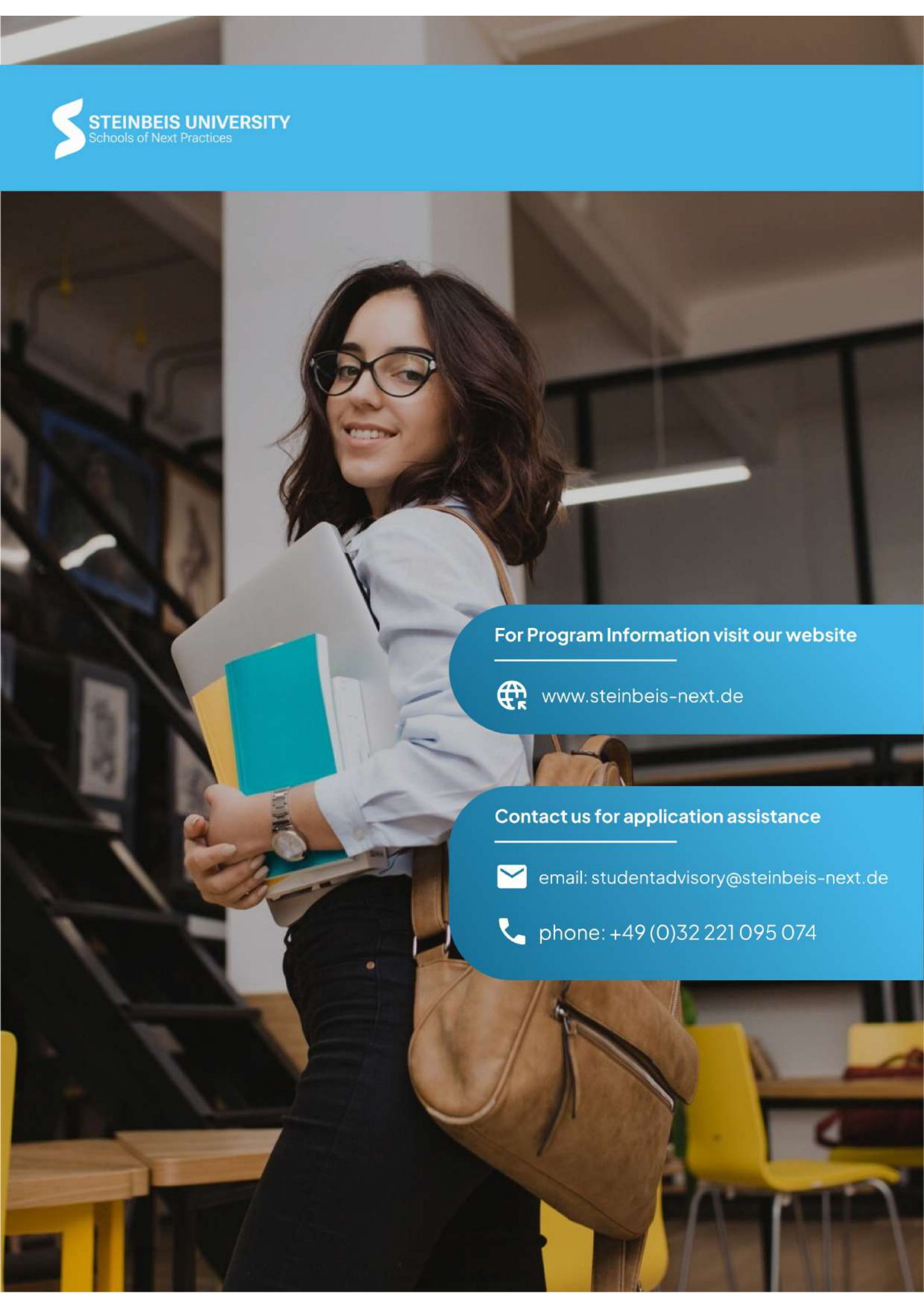
A 3–4 years bachelor's degree: 2 years of work experience, For a 2–year bachelor's degree: 7 years of work experience, For high school education (plus entrance test pathway): 10 years of work experience

Documents:

An updated CV, An official copy of your university certificate, An academic transcript, Work experience certificates

Specialized or Additional Requirements

Completion of the S-Next university entrance test (required for candidates with only high school education)



For Program Information visit our website



www.steinbeis-next.de

Contact us for application assistance



email: studentadvisory@steinbeis-next.de



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